



ONE London Road

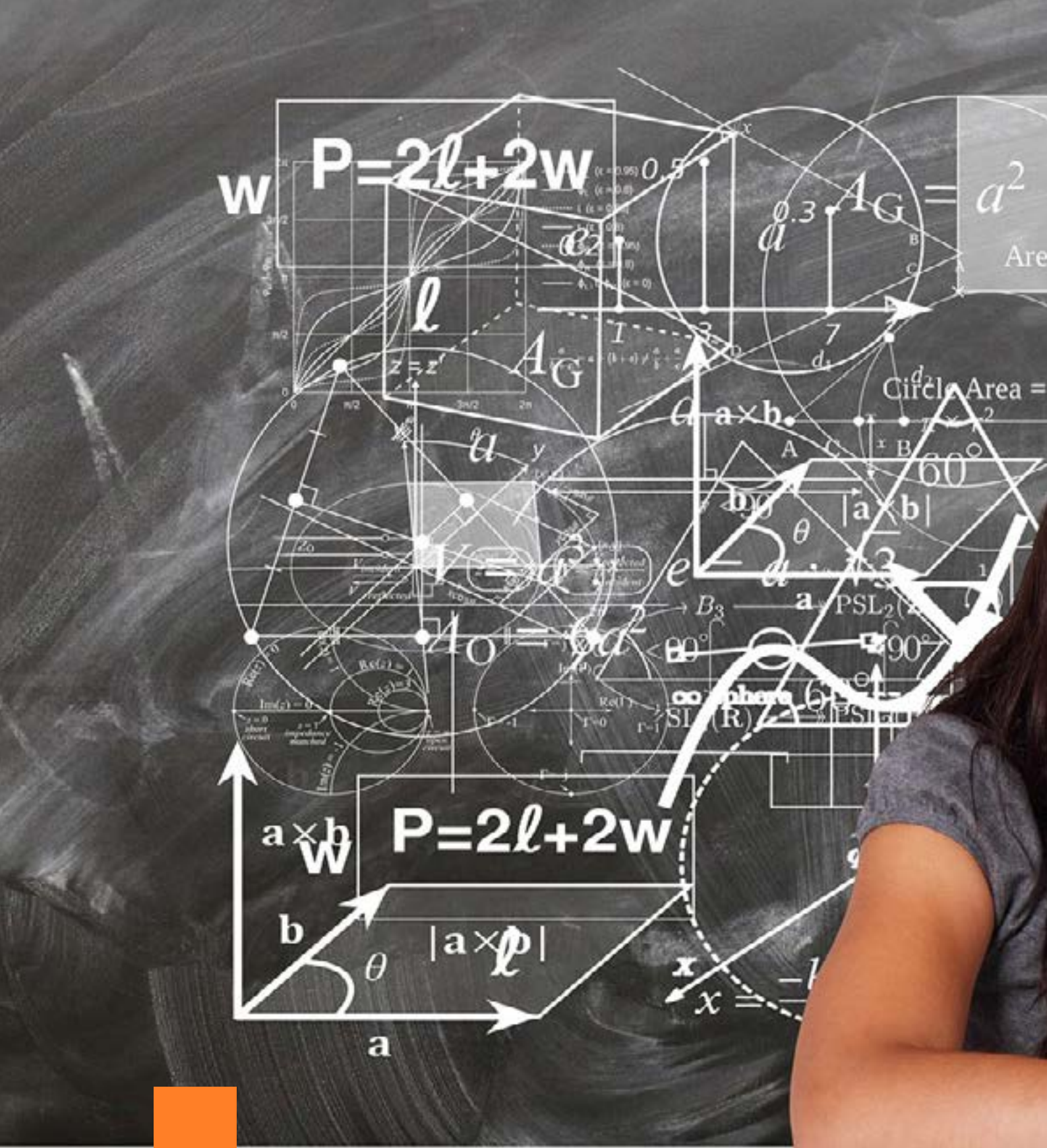
Newcastle-Under-Lyme

...inspired Student Living

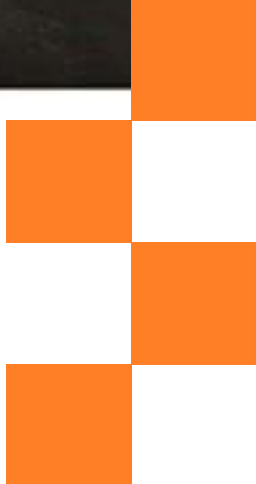


BLOCK 4

The Final Phase



ONE London Road is a brand new investment opportunity in the UK Purpose Built Student Accommodation (PBSA) sector, giving investors the chance to purchase a fabulous income generating asset. Comprising of modern fully self contained studio apartments completed to the highest of standards





π

$a = r^2$

Z_0



$r \sin \theta d$

$dr \hat{r}$

$Z_{input} \approx Z_0$

$\sqrt{3}$

$r_{\perp} = -n \times (r_{\parallel})$

Drehung



...a landmark scheme

Block 4 of ONE London Road follows in the same design and high quality that was offered in previous sold out phases. These were very popular with investor clients due to the practicality provided by the development to the students it will service.

These are high specification self-contained studio apartments, being a generous 18 - 21 sqm. Completion for Block 4 will be in time for Q1 2023. Creating a landmark scheme, ONE London Road provides unrivalled accommodation and amenities for all its student residents, with easy access to Keele and Staffordshire universities, as well as Newcastle-Under-Lyme town centre. Block 4 is arranged over ground and three further floors, with a roof terrace and use of the spacious external communal space.

Also provided is a generous amount of car parking, giving ease of access for students moving in and out, for investors this also provides further potential for income generation. Residents also have use of the onsite bike storage.

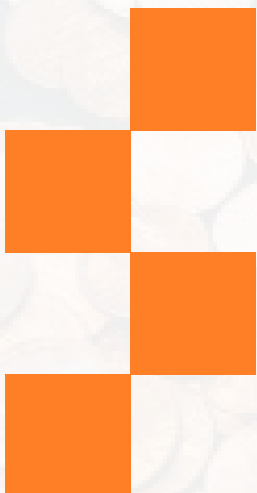


Block 4 is the last of the blocks to be built and the final chance for investors to enjoy the high returns, high demand and ownership in this fantastic PBSA development.

Prices from £79,999



8.5% net returns guaranteed for 3 years*



*excludes ground rent - ask for more details



The perfect student home

Comprising of over 500 modern self-contained studio apartments, over 5 Blocks, this accommodation will be completed to a premium standard, delivered fully furnished, and ready for the new intake students.

The accommodation in these five new purpose-built blocks will feature a kitchenette and an ensuite bathroom, available from £74,950.

Payment to purchase in this already popular investment opportunity is spread throughout the build, and 3% interest will be paid on your deposited funds until completion.

The development will serve the accommodation requirements of students studying at both Keele and Staffordshire universities. With a huge shortage of quality accommodation in the area, ONE London Road Block 4 will continue to deliver a unique and unrivalled option for students at an incredibly competitive price.

0.3
miles south of the
city centre

20
minute journey
from development

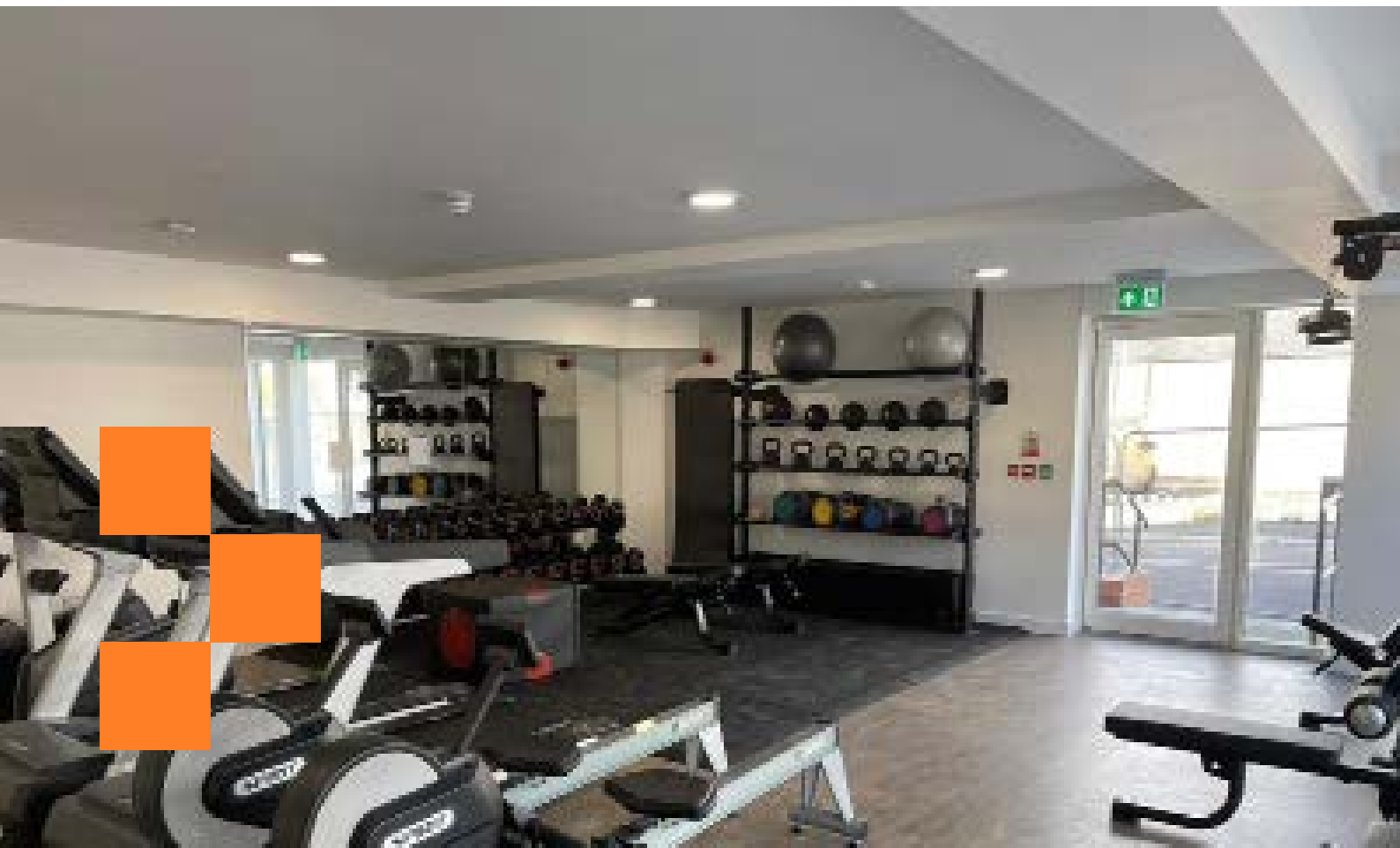
2
universities (Keele
and Staffordshire)



125 year leasehold



3% interest paid on deposited funds





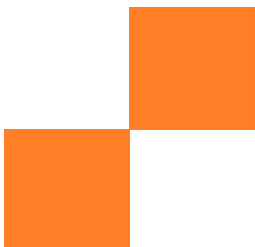
Designed for students

This premium development includes a host of onsite amenities for students, ensuring a stress-free home from home.

- Lounges and communal study spaces
- Studios supplied fully furnished incl. bed, desk, wardrobe
- 40" TV's in all studios
- Fully equipped gyms
- Communal roof garden
- Reception area and lobby
- Lift Access
- Large dedicated parking areas
- Secure bike storage
- Onsite laundry facilities



Typical layout
Studio Apartment





A restrained palette of materials creates a timeless elegance with oak and porcelain combined with modern detailing to ensure they do not date. Door handles, light fittings and switches have been chosen in classic designs.



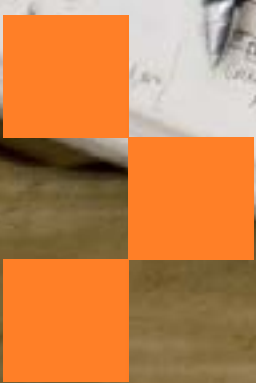
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 Discover Apps before they launch.
 A curated list of apps coming soon.
 The best apps that are coming soon.
 The "coming soon" (then apps)

selected
 discover
 great app
 looking very
 great.

Select
 Date

GET THE
 APP!
 (coming soon)
 APP

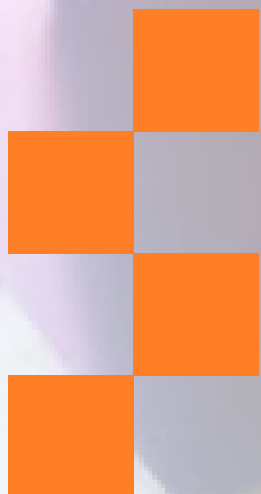
FAVORITES





Hands Off Investment

A HANDS OFF INVESTMENT WITH
HOMES FOR STUDENTS & ABODE STUDENT



Cinema Room / Residents Lounge

Gymnasium



Concierge / Reception

roof garden

Cycle Store

Laundry facilities

“

You're not just renting a room, you're joining a community of students. You'll be surrounded by people from all over the world, and each accommodation has communal areas - complete with fast Wi-Fi, great coffee and widescreen TVs - where you can study or relax with your friends.

Your study hotel will be a great place to meet new friends and settle into life in the UK.

”



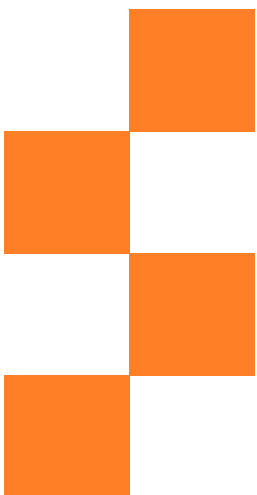
Homes For Students (HFS) is a complete, independent property development and management company targeted at the student accommodation and educational sectors, providing a fully encompassing service to clients.

They aim to provide cost effective solutions in an uncomplicated manner that will allow our clients to achieve performance, investment return and sustainable quality.

HFS also aim to deliver results across a range of services within the student accommodation and wider educational sector. Core activities are agency services, technical services and operational and financial services (managing properties to optimise the potential developments).



- Reception duties
- Checking in and out
- Inspections
- Cleaning and maintenance
- Security
- Marketing
- Voids
- Rent collection
- Legal action
- Student wardens
- Emergency management



A leading student
management
company

developer profile



abode student

We deliver exceptional, contemporary design with an unrivalled level of finish. We create accommodation that consistently raises the bar, guaranteeing that it is always in demand and more than capable of providing a return on your investment.

Our 35 years of experience in the construction and development industries perfectly equip us to design and deliver successful property in the commercial, residential, retail and student sectors. Our high standards in both construction and specification are the foundation of everything that makes Abode successful. It is these aspects that first draws clients to us, but it is our actual day to day work ethic and approach that makes sure that your every expectation is exceeded.

Ashley Ladson, Director

Ashley graduated from Sheffield University with a degree in mathematics and management. He has 15 years experience as a developer main contractor, working across all main sectors in the property industry including residential, retail, listed refurbishment projects and new build developments. Having worked his way up from site manager to lead roles, Ashley has experience from the bottom upward on construction and development projects.

...previously completed

Keele House is within walking distance of both Keele and Staffordshire University, Keele House caters exclusively to students looking to live both independently and comfortably. The development comprises 160 modern, self-contained studio suites and was completed to a high standard, delivered fully furnished and was sold out.



Orme House completed in September 2019, a fabulous income-generating asset. The development comprises 102 modern self contained one-bed studios and two-bedroom apartments, which were again completed to a high standard, merging old and new with an existing school building and an extension.



West Bar House is the latest in a long line of purpose-built, luxury developments designed to cater to Sheffield's ever-increasing student population. Offering 89 high specification studio apartments along with a gym, dedicated game and cinema rooms, roof garden and concierge service. school building and an extension.



The Pavillion is a 44 unit, state of the art student studio complex, comprising of a gym, cinema, games room and concierge along with the accommodation. Located in Headingley and directly opposite the Yorkshire County Cricket Club.





Historical town, modern vision

Newcastle-under-Lyme is a historic market town located in Staffordshire and forms part of the wider Stoke-on-Trent area. The town has a population of 75,125 and a regional catchment area in excess of 140,000. Newcastle-Under-Lyme benefits from excellent transport links with the A500 providing direct access to the nearby M6 motorway. In addition to this, direct rail services are available to London (1hr25min), Birmingham (50min), Manchester (40min) and further afield from nearby Stoke-on-Trent railway station.

Manchester International Airport and Birmingham International Airport are situated 35 and 54 miles from Newcastle-under-Lyme respectively and easily accessible from the town.

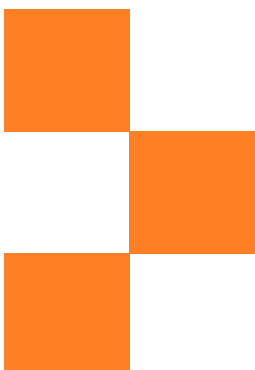
Newcastle-Under-Lyme has grown to become an education and service hub with both Keele University and the Royal Stoke University Hospital, one of the largest hospitals in the UK, situated in the town. In addition, the University of Staffordshire is in nearby Stoke-on-Trent, with campuses across the country being consolidated into this location.

The Newcastle-under-Lyme and Stoke-on-Trent area represents the largest higher education destination in Staffordshire and one that is extremely popular with students. The region is home to both Keele University and the University of Staffordshire, with a current full-time student population of over 24,000.

| Institution | Full Time Students | EU Students | Non EU Students |
|-------------|--------------------|-------------|-----------------|
| Keele Uni | 9360 | 205 | 1030 |
| Staffs Uni | 14,910 | 345 | 385 |
| Total | 24,270 | 450 | 1415 |

The Newcastle-under-Lyme and Stoke-On-Trent Purpose Built Student Accommodation (PBSA) market is in its infancy in comparison to other UK locations with similar student populations. The supply of PBSA is limited, with most beds under university ownership which are outdated and of poorer quality. In Newcastle-under-Lyme, there are currently only 160 beds available in the direct let market located in one scheme (Keele House) with only a further 440 available in Stoke-On-Trent across three schemes.

The area is significantly under supplied for the number of students based in this area, and with the continued growth and popularity of Keele and Staffordshire universities, the demand is set to increase. The majority of students are currently forced to live in low quality HMOs located throughout the area. These homes are vastly inferior to the product provided by ONE London Road, which when complete will provide the highest quality accommodation for students in the region, superior to all current options.





Ranked 13th
for medicine
out of 30+ UK
universities
(2019)

and #1 for
student
satisfaction
(2018)

Keele University was originally founded as the University College of North Staffordshire in 1949 before being granted university status in 1962. The university was ranked 48th in the 2019 University Rankings for the UK as published by studyin-uk.com. Keele was also ranked 13th in the whole of the UK for its medical courses out of over 30 other establishments. The university was also given the highest award possible by the Teaching Excellence Framework (TEF), which is only achieved by 20% of UK Higher Education providers. In addition, 97% of research conducted by Keele University according to REF has been classed as world-leading or of international importance.

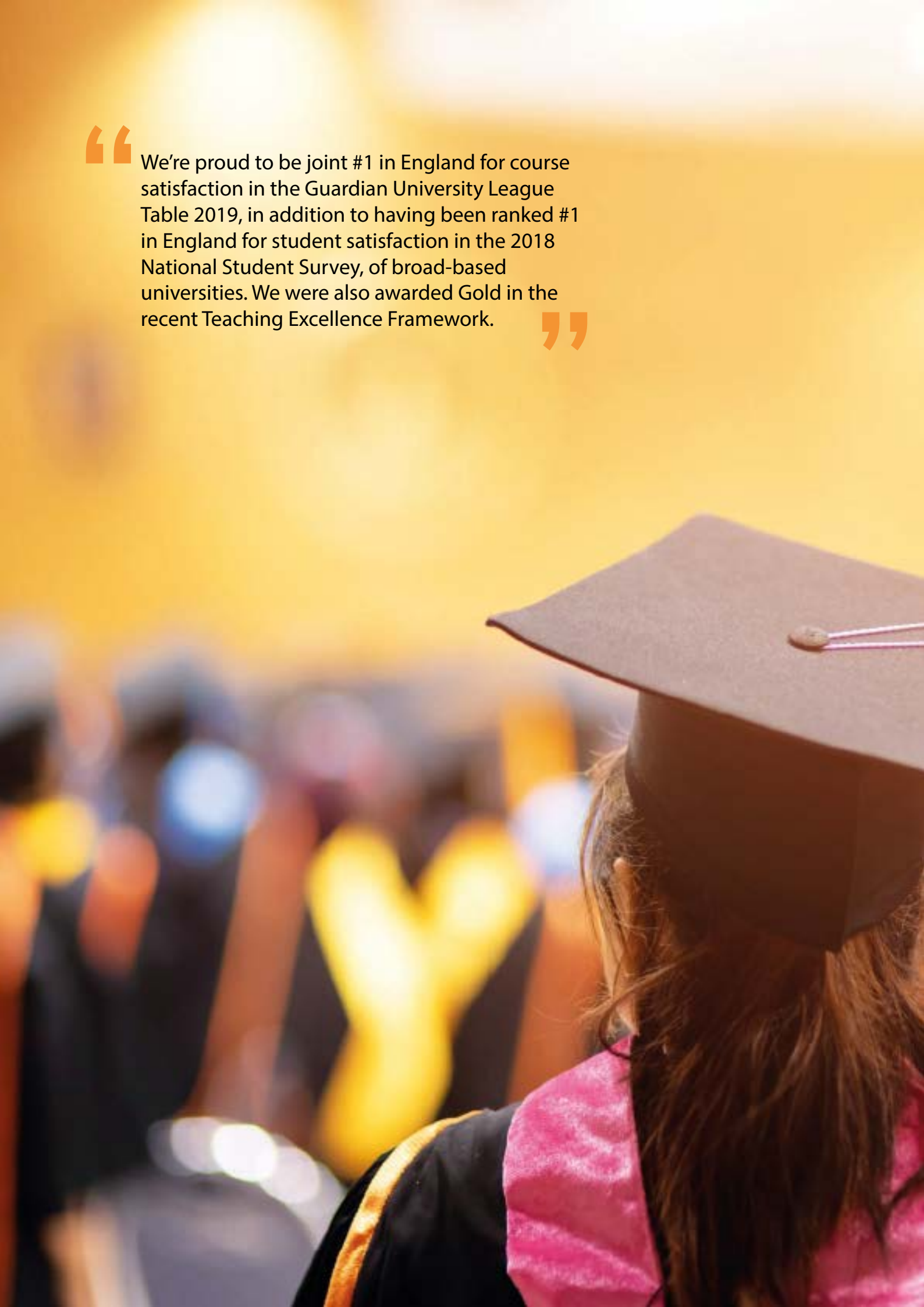
Investment at Keele

Keele University announced two major new investments on its campus in 2018 to power significant advancements in the immediate term: a new multi-million-pound state-of-the-art facility that houses both Keele Business School and incubated companies in a sector-leading Smart Innovation Hub.

This new investment in the Business School will underpin a planned substantial growth in student numbers over the next five years. This investment will play a key role enabling the university to continue its commitment to widening participation in higher education for people locally, a key priority of the funding from the Denise Coates Foundation. As well as the major investment into its business school, Keele is collaborating with Harper Adams University with its brand new veterinary school.

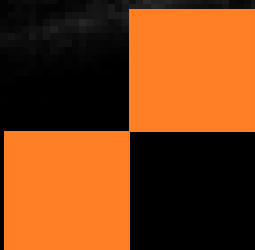
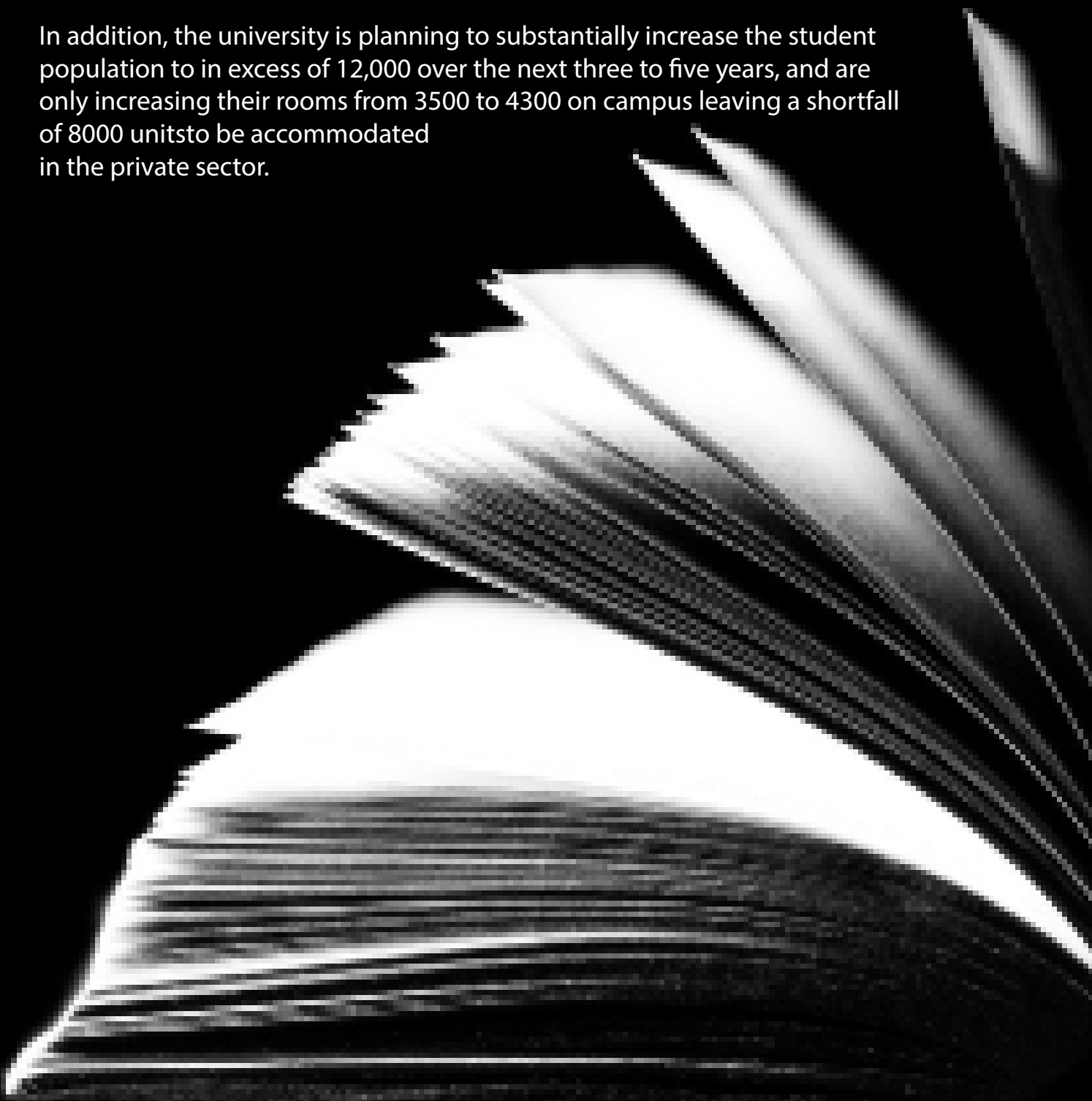


We're proud to be joint #1 in England for course satisfaction in the Guardian University League Table 2019, in addition to having been ranked #1 in England for student satisfaction in the 2018 National Student Survey, of broad-based universities. We were also awarded Gold in the recent Teaching Excellence Framework.



Keele University is currently in the process of substantially growing its student population. In excess of £115 million has been invested in the campus and full-time student numbers increased by 6.06% between 2014/16, far above the UK average (HESA).

In addition, the university is planning to substantially increase the student population to in excess of 12,000 over the next three to five years, and are only increasing their rooms from 3500 to 4300 on campus leaving a shortfall of 8000 units to be accommodated in the private sector.



Keele Business School

Keele Business School is renowned for providing an excellent student experience and is contributing to the University's recognised position nationally and internationally for teaching quality, student satisfaction, and graduate employability.

The new Business School has been funded by the University and the Denise Coates Foundation, after which the new iconic building at the entrance to the University will be named. The Smart Innovation Hub has been funded by the University, Staffordshire County Council, UK Government Growth Deal Funding and the European Regional Development Fund, the latter two sourced via the Stoke-on-Trent & Staffordshire Local Enterprise Partnership.

Harper & Keele Veterinary School

During their studies, students are able to benefit from Harper's longstanding reputation in animal sciences and access to Harper's farm and companion animal facilities, alongside Keele's experience of establishing a leading UK medical school and significant recent investment in facilities such as state-of-the-art teaching laboratories. The Harper & Keele Veterinary School opened in 2020.

School of Medicine



One of the cornerstones of the successful partnership between Keele University and the University Hospitals of North Midlands NHS Trust is its ongoing success in providing local and national healthcare systems with highly trained and qualified staff.

Keele University School of Medicine is committed not only to graduate excellent clinicians from our MBChB course, but also to working in partnership with NHS stakeholders. Their aim is to help improve health care, recruitment and retention of health professionals in our area by our course provision.

The Royal Stoke University Hospital and the Keele School of Medicine is less than 5 minutes walk from ONE London Road, and the development already houses many student doctors and nurses attending the campus here.







Staffordshire University

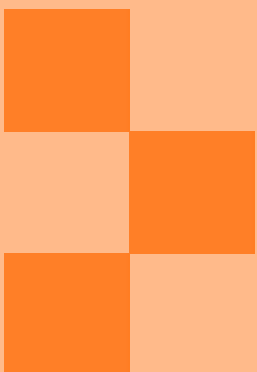
Staffordshire University was originally founded as North Polytechnic, before being granted university status under its current title in 1992. The university's main campus is in Stoke-On-Trent, with the majority of students based at this location.

Staffordshire University ranked 73rd in the Complete University Guide for 2019 and is renowned for a number of subject areas including sciences, media and computing, with the university being identified as offering the number one computer gaming courses in the UK. The university has recently invested over £40 million in renovating its Stoke-On-Trent campus, following the sale of its Stafford Beaconside site. It has consolidated most teaching and administrative buildings to the Stoke location, illustrating the university's commitment to this location.

Premium Apartments for leading institutions

ONE London Road has already attracted a lot of interest from various institutions in the area. These world-class educational establishments wish to use some of the apartments for their own student body upon completion. As a result, we are confident that occupying these apartments quickly after completion will not be an issue.

- Keele University
- Staffordshire University
- Keele University Hospital Students
- Royal Stoke University Hospital
- Stoke City Football Academy



ONE London Road

Newcastle-Under-Lyme

...inspired Student Living

Investment Overview

- Prices from £79,999
- 3% interest on deposited funds
- 8.5% Guaranteed NET Yield for 3 years (£6799 per annum)
*excluding ground rent
- Huge demand
- Roof Terrace
- TV's in each room
- Limited Availability
- Fully Furnished
- Gym & Laundry Facilities

- Block 1 SOLD OUT
- Block 2 SOLD OUT
- Block 3 SOLD OUT
- Block 4 FINAL BLOCK
- Block 5 SOLD OUT



Payment Plan

All Abode Student studio apartment variations are available to you, enabling you to choose the right investment opportunity suited to your investment portfolio. (Payment plan below per apartment)

- £5,000 reservation deposit
- 50% on contract exchange (-£5,000 deposit)
- 25% value of purchase price in June 2022**
- 25% value of purchase price (remaining balance) on completion of the build

**subject to change - please check with your consultant

Blocks 1, 2 & 3

ONE London Road is 5 blocks in total. Blocks 1, 2 & 3 are not only fully sold out but all 3 are built and being tenanted. Being less than 5 mins walk to the hospital they are very quickly proving popular to the Doctors and nurses working and studying there. Over the next few pages you will find images taken from Blocks 1, 2 & 3 (August 2021)





Click below for a full walkthrough of one of the completed blocks, to include the reception, communal lounge, studio apartment and the roof terrace.





















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ONE London Road

Newcastle-Under-Lyme

...inspired Student Living